# OPERATORS PREPARE FOR THE XEVIOUS* INVASION!

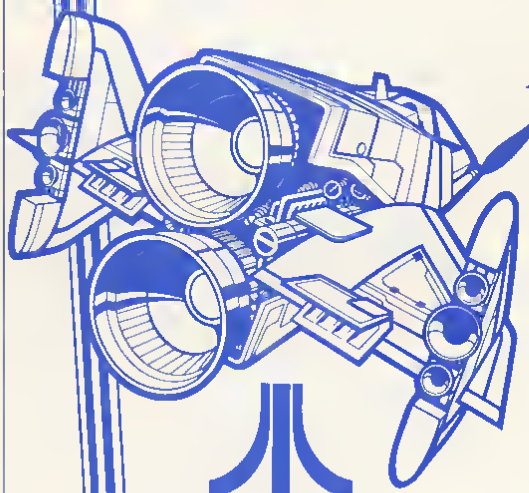
**BACULA, ZOSHI, ANDOR GENESIS. . . your players will gasp as they discover what's next. Now, this super space fantasy will be brought to new heights of visibility through a MAJOR MEDIA BLITZ beginning the week of March 21, 1983.**

## TELEVISION AND RADIO ADVERTISING SCHEDULED FOR XEVIOUS

- Three consecutive weeks of advertising in twelve major markets: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Cleveland, Dallas, Minneapolis, Atlanta, Seattle, Charlotte.
- Targeted audience is male between 12-24 years of age.
- 30-second television commercial will air during prime time, sports, late night, and special shows, including "Saturday Night Live", "American Bandstand", and "Dance Fever".
- Blast after blast of radio spots on the major AM rock stations.

**PLUS**

- Commercial will also air NATIONALLY on Cable Music Television (MTV).



ATARI®

**"DEVIOUS XEVIOUS. . . THE ATARI VIDEO GAME YOU CAN'T PLAY AT HOME!"**

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